

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision 583181 /		Alt Order # 09843055
Product MAJORITY PAC		
Contract Dates 10/23/12 - 10/29/12		Estimate # 2088
Advertiser Senate Majority Pac		Original Date / Revision 10/15/12 / 10/15/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WITI	Account Executive Trevor Heaton	Sales Office Washington DC
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code 94	Product Code 100
Agency Ref		Advertiser Ref

And:

Waterfront Strategies
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	10/23/12	10/29/12	M-F 6a-7a	6a-7a		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$2,150.00			
N 2	6	10/23/12	10/29/12	M-F 7a-8a	7a-8a		:30			NM	2	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$2,150.00			
N 3	6	10/23/12	10/29/12	M-F 8a-9a	8a-9a		:30			NM	3	\$5,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$1,950.00			
N 4	6	10/27/12	10/27/12	Sa 8a-9a	8a-9a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$400.00			
N 5	6	10/28/12	10/28/12	Su 7a-8a	7a-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$400.00			
N 6	6	10/28/12	10/28/12	Su 8a-9a	8a-9a		:30			NM	1	\$435.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$435.00			
N 7	6	10/23/12	10/29/12	M-F 9a-10a	9a-10a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$600.00			
N 8	6	10/23/12	10/29/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$450.00			
N 9	6	10/23/12	10/29/12	M-F 4p-430p	4p-430p		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				3	\$415.00			
N 10	6	10/23/12	10/29/12	M-F 430p-5p	430p-5p		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$485.00			
N 11	6	10/23/12	10/29/12	M-F 5p-530p	5p-530p		:30			NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$1,300.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
583181 /	09843055

Contract Dates	Product	Estimate #
10/23/12 - 10/29/12	MAJORITY PAC	2088

Advertiser	Original Date / Revision
Senate Majority Pac	10/15/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	6	10/23/12	10/29/12	M-F 530p-6p	530p-6p		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$1,200.00			
N 13	6	10/23/12	10/29/12	M-F 6p-630p	6p-630p		:30			NM	2	\$2,970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$1,485.00			
N 14	6	10/23/12	10/29/12	M-F 930-10p	930p-10p		:30			NM	2	\$4,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				2	\$2,300.00			
N 15	6	10/24/12	10/24/12	World Series on FOX	630p-CC		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$7,000.00			
N 16	6	10/28/12	10/28/12	NFL on FOX 3p	3p-CC		:30			NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$12,000.00			
N 17	6	10/28/12	10/28/12	World Series on FOX	7p-CC		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$5,000.00			
N 18	6	10/29/12	10/29/12	World Series on FOX	630p-CC		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$7,000.00			
N 19	6	10/23/12	10/29/12	M-F 430-5a	430-5a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/23/12	10/29/12	MTWTF--				1	\$200.00			
Totals											33	\$64,335.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	23	\$47,435.00	\$40,319.75
10/29/12 - 10/29/12	10	\$16,900.00	\$14,365.00
Totals	33	\$64,335.00	\$54,684.75

Signature: _____ **Date:** _____

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